

Exhibit A

**NAMA**

**35<sup>TH</sup>**

**Western Convention  
& Trade Show**

**The Universe of  
VENDING**

*You ain't seen nothing yet!*

**P R O G R A M**

**APRIL 11 - 13, 1996**

**ANAHEIM, CALIFORNIA**

**ANAHEIM CONVENTION CENTER**

# 1996 Convention and Trade Show

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## CONVENTION & TRADESHOW INFORMATION

### REGISTRATION

All NAMA members, exhibitors, nonmembers and visitors must register. Admission to convention and education sessions, trade show and spouse programs is by badge only.

### REGISTRATION FEES - CONVENTION & TRADESHOW

|   | NAMA<br>MEMBERS | NON-<br>MEMBERS |
|---|-----------------|-----------------|
| Operators, Distributors, Brokers,<br>Sustaining and Spouses | FREE            | \$60.00         |
| Non Exhibiting Machine Manufacturers<br>and Suppliers       | \$75.00         | \$150           |

### REGISTRATION HOURS

|                          |                    |
|--------------------------|--------------------|
| Wednesday, April 10..... | 11:00 AM - 5:00 PM |
| Thursday, April 11.....  | 7:30 AM - 4:00 PM  |
| Friday, April 12.....    | 8:00 AM - 4:00 PM  |
| Saturday, April 13.....  | 8:00 AM - 3:30 PM  |

### TRADESHOW HOURS

|                         |                    |
|-------------------------|--------------------|
| Thursday, April 11..... | 10:30 AM - 4:00 PM |
| Friday, April 12.....   | 10:30 AM - 4:00 PM |
| Saturday, April 13..... | 10:30 AM - 4:00 PM |

### NOTE:

Trade Show opens each day at 9:30 AM for brokers and distributors.

STROLLERS, CAMERAS and RECORDING DEVICES are not allowed into the Education Sessions or on the Trade Show Floor. Your cooperation will be appreciated.

### BADGES

For a quick way to recognize what part of the industry a fellow conventioner represents, here's a list of the badge colors and descriptions:

- RED - Operator Member
- GREEN - Broker, Distributor, Sustaining,  
Non-Exhibitor Manufacturer and Supplier Members
- BLUE - Exhibitor
- BLACK - Nonmembers
- YELLOW - Press and Visitors
- PURPLE - NAMA Staff

NAMA member badges are clearly marked for your convenience.

### BADGE

The back of your paper badge is encoded with your demographic information, some exhibitors may request this badge in order to capture this information through an electronic lead capturing system. In addition to your paper badge, you will receive a plastic "credit card" type badge. Other exhibitors may use this badge to assist in taking your information for post-show followup in place of your business card.

### EDUCATION SESSIONS

All education sessions will be held in the Anaheim Marriott. See pages 14-19 for complete details. Admission to all sessions is by registration badge only.

### TRADE SHOW

The trade show is open from 10:30 a.m. to 4:00 p.m. Thursday, Friday and Saturday. An alphabetical listing of all exhibitors begins on page 24. Admission to exhibits is by registration badge only.

## SPONSORSHIP LEVELS

### GOLD SPONSORS

Automatic Products international, ltd. (Booth #447)  
Coca-Cola USA (Booth #245)  
Coin Acceptors Inc. (Booth #354)  
Frito-Lay, Inc. (Booth #555)  
M & M/Mars and Mars Electronics  
International (Booth #663)

### SILVER

Conlux USA Corporation (Booth #519)  
Crane National Vendors (Booth #465)  
Dixie-Narco (Booth #487)  
General Mills, Inc. (Booth #684)  
Kraft Foods, Inc. (Booth #645)  
Little Charlies Convenience Foods (Booth #667)  
Nabisco, Inc. (Booth #525)  
Skywire (Booth #436)  
Superior Coffee and Foods (Booth #373)

### BRONZE

ECC Vending Products (Booth #929)  
Haas Baking Company (Booth #336)  
Vendors Exchange International, Inc. (Booth #447)  
Veryfine Products, Inc. (Booth #272)

### Sponsors

Arrowhead & Calistoga (Booth #861)  
California Food & Vending (Booth #920)  
Ocean Spray Cranberries (Booth #547)  
Polyvend, Inc (Booth #536)  
Smiley's Foods (Booth #524)

**Say Thanks to your  
Convention Sponsors!**

## PROGRAM ITEMS SPONSORED

### Spouse Program

Friday, Coca-Cola USA (Booth #245)  
Saturday, Crane National Vendors (Booth #465)  
Thursday, Hospitality Room, Vendors Exchange  
International, Inc. (Booth #447)

### Media Room

Conlux USA Corporation (Booth #519)

### Message Center

Dixie-Narco (Booth #487)

### Show Floor Lounges

Kraft Foods, Inc. (Booth #645)

### New Product Showcase

General Mills, Inc. (Booth #684)  
Skywire (Booth #436)

### Education Patron

M & M/Mars and Mars Electronics  
International (Booth #663)  
Nabisco, Inc. (Booth #525)

### Education Sponsor

Dixie-Narco (Booth #487)

### Super Breaks

Coca-Cola USA (Booth #245)  
Frito-Lay, Inc. (Booth #555)  
Haas Baking Company (Booth #336)  
Little Charlies Convenience Foods (Booth #667)  
Ocean Spray Cranberries (Booth #547)  
Superior Coffee and Foods (Booth #373)  
Veryfine Products, Inc. (Booth #272)

### Party

Bottled Water-Arrowhead & Calistoga (Booth #861)  
Activity Stations-Automatic Products  
international, ltd. (Booth #447)  
Popcorn-California Food & Vending (Booth #920)  
Soft Drinks-Coca-Cola USA (Booth #245)  
Activity Stations-Coin Acceptors Inc. (Booth #354)  
Caricature Artist-Dixie-Narco (Booth #487)  
Beer-ECC Vending Products (Booth #929)  
Disc Jockey-Frito-Lay, Inc. (Booth #555)  
Chips & Salsa-Frito-Lay, Inc. (Booth #555)  
Pizza-Little Charlies Convenience Foods  
(Booth #667)  
Caricature Artist-Polyvend, Inc (Booth #536)  
Pita Rollups-Smiley's Foods (Booth #524)  
Coffee-Superior Coffee and Foods (Booth #373)

# 1996 WESTERN EXHIBITORS

*This 35th Annual NAMA Western Trade Show is the largest in our history. Over 200 major suppliers and manufacturers are participating in this marketplace.*

*The exhibitors have invested much time and money in planning and presenting their exhibits with you in mind. This is a once-a-year opportunity for you and you want to use every one of the 18 valuable hours of exhibit time available to you. Professionals in every exhibit booth are there to help you in every way possible.*

*We're glad you are here! Enjoy every minute of your Convention and Trade Show!*

*Exhibitors who are Convention Sponsors have their company name in bold face. New exhibitors are noted with a • next to their company name. Also, exhibitors offering show specials are noted with a \$ next to their company name. Finally, Exhibitors with Impact are noted with an \* next to their name.*

## BOOTH

**\$•A.G.E.**.....818

1231 NE 8th Avenue  
Ft. Lauderdale, FL 33304  
TEL NO: 954-527-0907  
FAX NO: 954-527-0226

*Pre-paid long distance calling card vending machines and cards.*

**\$•ASC AUDIT SYSTEMS COMPANY**.....827

1925 F Greenspring Drive  
Timonium, MD 21093  
TEL NO: 410-666-3800  
FAX NO: 410-666-3872

*Retrofit Dex Electronic Audit Devices, pocket size Dex Data Retriever, Route Reporting Software, Portable 'Dumb Mech' testor.*

**•AT&T CAPITAL CORPORATION**.....803

27461 Calle Arroyo, Suite 206-3  
San Juan Capistrano, CA 92675-2718  
TEL NO: 714-489-9512  
FAX NO: 714-489-9511

*Automotive and truck financing information.*

**ABLOY SECURITY, INC.**.....367

6015 Commerce Drive, #450  
Irving, TX 75063  
TEL NO: 214-753-1127  
FAX NO: 214-753-0792

*High security locks, padlocks, cam locks, and T-handle cylinders.*

**ADAMS & BROOKS, INC.**.....766

1915 South Hoover  
Los Angeles, CA 91106  
TEL NO: 213-749-3226  
FAX NO: 213-746-7614

*P-Nuttles Butter Toffee Nuts, Coffee Rio Coffee Candy, Cup-O-Gold, Cherry-A-Let, Fairtime Taffy, Lollipops.*

- ...500 **KIC PRODUCTS** .....778  
P.O. Box 56  
Peterborough, NH 03458-0056  
TEL NO: 800-818-1932  
FAX NO: 603-924-7663  
*Manufacturer and supplier of 'PRESAT' brand cleaning cards for dollar bill readers and magstripe readers. We will be introducing our new 'Opaque' cleaning cards.*
- ..812 **KRAFT FOODS, INC.** .....645  
**NORTH AMERICAN FOODSERVICE DIVISION**  
*dfs.* One Kraft Court  
Glenview, IL 60025  
377 TEL NO: 847-646-4287  
FAX NO: 847-646-6838  
*General Foods International Coffee and beverage products; Oscar Mayer brand frozen and refrigerated food products; Breyer's yogurts; Jell-O brand desserts.*
- nd* **LANCE, INC.** .....779  
P.O. Box 32368  
14 Charlotte, NC 28232-2368  
TEL NO: 704-554-1421  
FAX NO: 704-556-5638  
*Complete line of filled sandwich crackers and cookies, fat free and reduced fat products, nuts, potato chips, cakes and snack crackers.*
- 'ly ar* **LITTLE CHARLIES CONVENIENCE FOODS** .....667  
115 W. College Drive  
Marshall, MN 56258  
5 TEL NO: 507-532-3241  
FAX NO: 507-537-8291  
*Stuffed Pockets, Baker's Hearth sandwiches, Bagel Wraps, Pizza Sensations, 5" Pizza, IW egg rolls, Hot Potato, Lean Select pockets.*
- 7* **LOBO SALES & MARKETING** .....724  
E680 W. Lowes Creek Rd.  
Eleva, WI 54738  
TEL NO: 715-287-3535  
FAX NO: 715-287-3536  
*Candy, snack and soda vending equipment for 'small locations'. All mechanical, non-electric floor model vending equipment.*
- M & M/MARS** .....663  
800 High Street  
Hackettstown, NJ 07840  
TEL NO: 908-852-1000  
FAX NO: 908-850-2734  
*Reduced calorie & fat products; ice cream, confectionery.*
- MARS ELECTRONICS INTERNATIONAL** .....663  
Brandywine Industrial Park  
1301 Wilson Drive  
West Chester, PA 19380  
TEL NO: 610-430-2500  
FAX NO: 610-430-2694  
*Mars Electronics International will display electronic coin changers and bill acceptors for use in various vending applications.*
- BOLD FACE COMPANY** denotes Convention Sponsorship  
• First Time Exhibitor  
\* Show Specials

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